

AUTOMATIC SALES PROMOTION SELECTION SYSTEM
AND METHOD

Abstract of the Disclosure

5 An automated sales promotion selection system uses neural networks to
identify promising sales promotions based on recent customer purchases. The system
includes a customer information device that receives customer data relating to
customer purchases of items from an inventory of items, a central processing unit
having a sales promotion neural network and a storage unit containing a plurality of
10 item identifiers comprising potential customer purchases of additional items from the
inventory, wherein the sales opportunity neural network responds to customer data
received from the customer information device by determining if one or more of the
item identifiers in the storage unit corresponds to an item likely to be purchased by
one of the customers, and an output device that receives the item identifiers of the
15 likely purchases determined by the sales promotion neural network and produces a
sales promotion relating to at least one of the item identifiers.

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